

NARRATIVE PROGRESS REPORT

Date Submitted: 5/12/2009_____ Date Reviewed by ICL staff and sent to ITC Rep: _____

Grant Organization: Twin Falls Area Chamber of Commerce Grant # 08-IV-2

Check one: Interim X Final _____ Report Period: From 12/01/08_____ to 3/31/09
(See Attachment A of Grant Contract for Dates)

Grant Manager: Shawn Barigar Phone: (208)733-3974_____

Address: 858 Blue Lakes Blvd. N., Twin Falls, ID 83301_____

In the space below or on an attached sheet, answer the following questions for **EACH** element in your scope of work.

Element 1 – Advertising

1. *Go Publications – American Traveler Magazine* – ad design and placement in Jan/Feb 2009 issue.
2. *Online Advertising with Times-News website (www.magicvalley.com)*, including feature "River of Stone" providing a history of the Snake River Canyon and recreational and vacation opportunities related to the river and canyon.
3. *Airport Advertising display signage*. Targeted event message to Magic Valley Regional Airport travelers to encourage return visits throughout the year. Call to action drives to website and toll-free number.
4. *Lee Enterprises* – Family and Friends ad encouraged holiday visitors to stay in local lodging properties.
5. *Special Olympics team hosting* – we were able to shift the use of some funds earmarked to advertising to assist with team hosting of Special Olympics in the Twin Falls area. We split this cost with Southern Idaho Tourism. Our share was \$4612.10.

Element 2 – Website Maintenance & Design

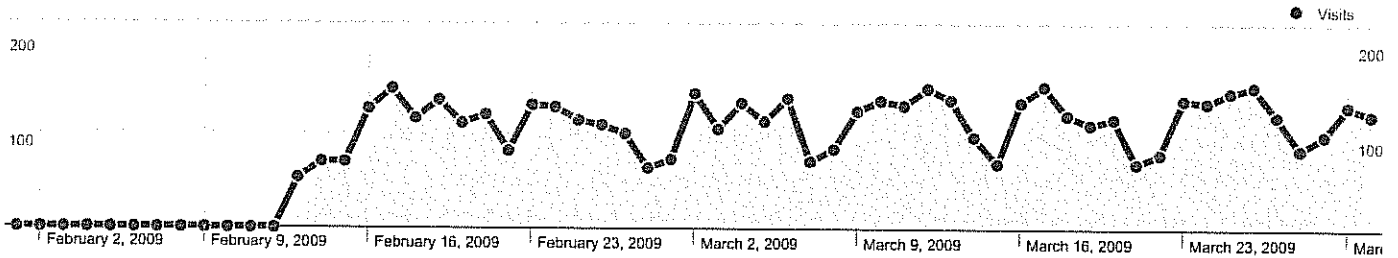
- ☐ Developing improved integration of podcast program with site redesign and increase in video-rich content (to compliment podcast program). Launch of redesigned website: February 6, 2009.
 - o Because the new site has a different hosting service, I'm unable to compare 2008 to 2009 traffic using Google Analytics. In reviewing reports from similar timeframes (see attached), our web traffic is down slightly in 2009 with approximately 1800 fewer visits. Pageviews are down significantly. However, our average time on the site is up to nearly 3 minutes. And our second most visited area of the site is the TravelGuide area, where the podcasts are located as well as information on lodging.

Element 3 – Podcast Programs

- ☐ Continued production of podcast episodes and enhanced marketing of podcasts through YouTube, iTunes, and now offering the ability for visitors to embed the video files on their websites or social networking sites. Episodes on winter recreation (Pomerelle), Geology (Snake River Canyon/Hagerman Fossil Beds) completed in the July-November timeframe.

Element 4 – Herrett Center

- ☐ Images Magazine advertising, Times-News advertising, production and distribution of Fall-Winter brochures.



Site Usage

5,264 Visits

29.71% Bounce Rate

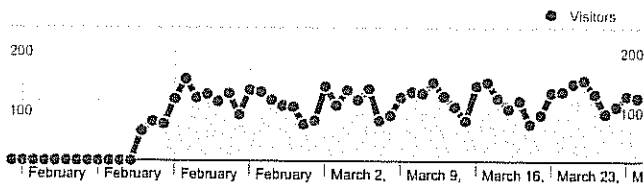
17,209 Pageviews

00:02:53 Avg. Time on Site

3.27 Pages/Visit

74.79% % New Visits

Visitors Overview

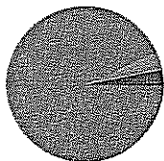


Visitors
4,201

Map Overlay world



Traffic Sources Overview



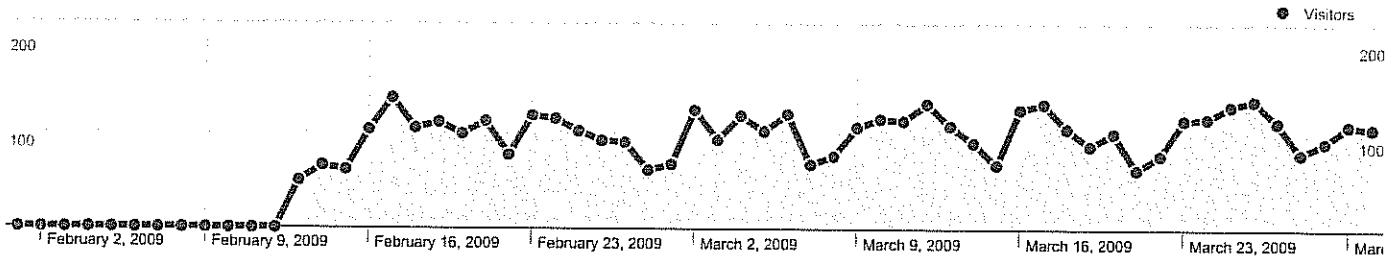
- **Direct Traffic**
4,897.00 (93.03%)
- **Referring Sites**
194.00 (3.69%)
- **Search Engines**
173.00 (3.29%)

Content Overview

Pages	Pageviews	% Pageviews
/Twin_Falls_Chamber_of_Com	8,380	48.70%
/Twin_Falls_Chamber_of_Com	1,924	11.18%
/Twin_Falls_Chamber_of_Com	1,586	9.22%
/Twin_Falls_Chamber_of_Com	815	4.74%
/Twin_Falls_Chamber_of_Com	669	3.89%

Visitors Overview

Feb 1, 2009 - Mar 31, 2009
Comparing to: Site



4,201 people visited this site

5,264 Visits

4,201 Absolute Unique Visitors

17,209 Pageviews

3.27 Average Pageviews

00:02:53 Time on Site

29.71% Bounce Rate

74.79% New Visits

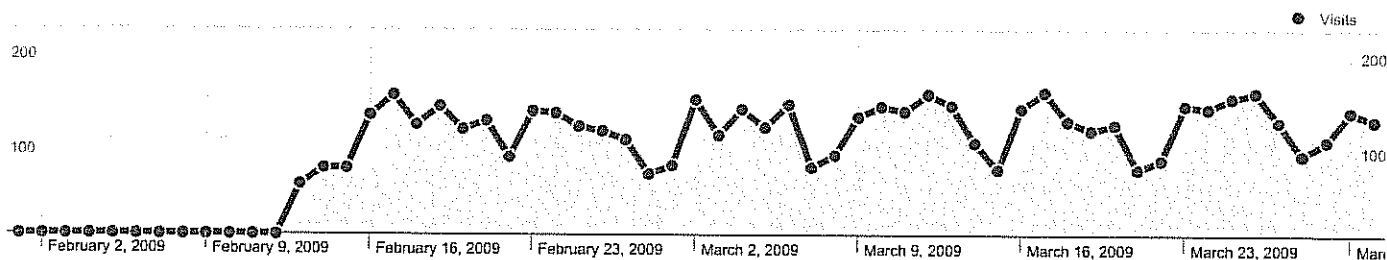
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	3,913	74.34%	Cable	1,644	31.23%
Firefox	998	18.96%	DSL	1,526	28.99%
Safari	288	5.47%	Unknown	1,512	28.72%
Chrome	25	0.47%	T1	417	7.92%
Mozilla	17	0.32%	Dialup	106	2.01%

Traffic Sources Overview

Feb 1, 2009 - Mar 31, 2009

Comparing to: Site

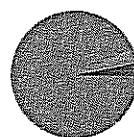


All traffic sources sent a total of 5,264 visits

93.03% Direct Traffic

3.69% Referring Sites

3.29% Search Engines

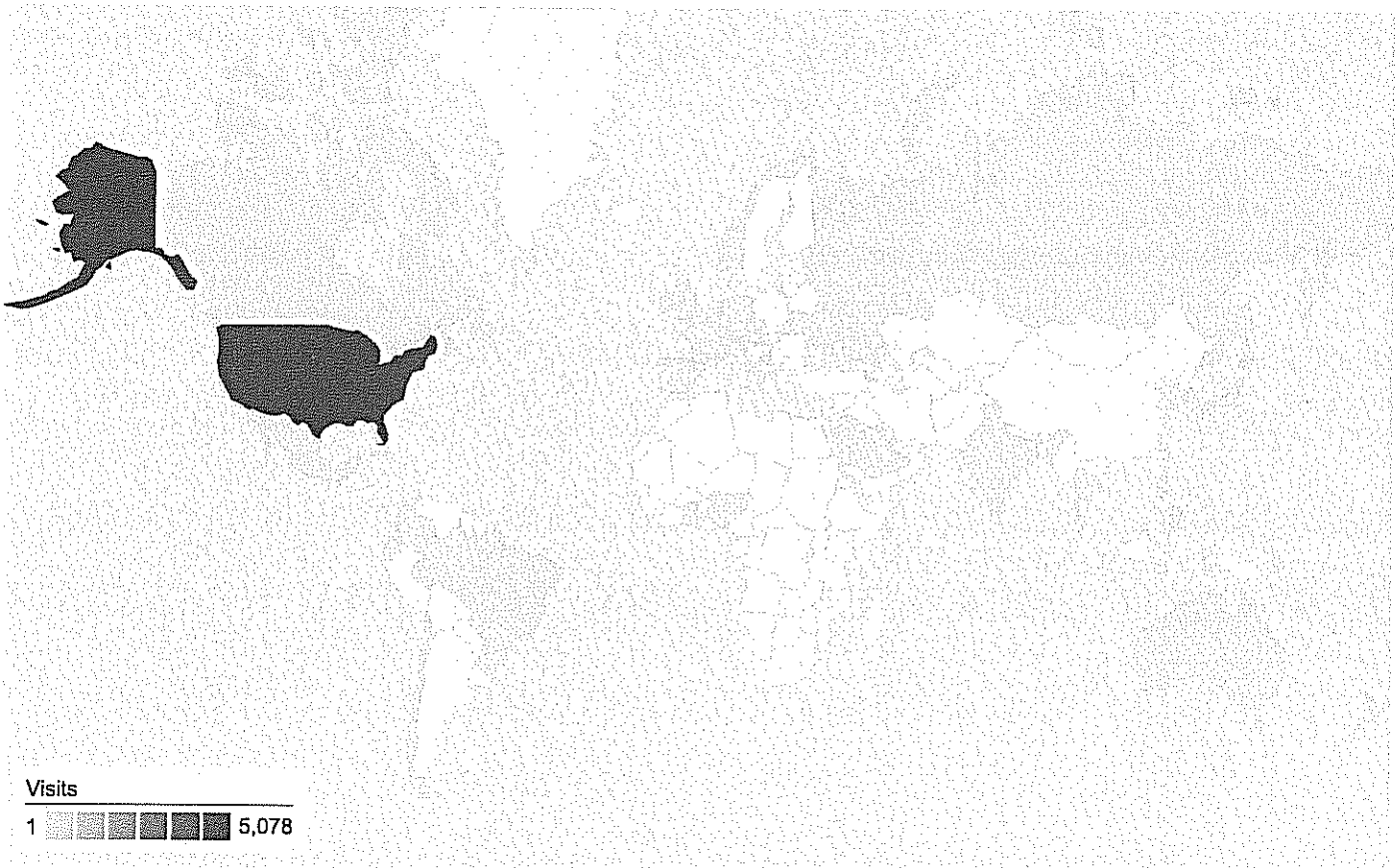


Direct Traffic
 4,897.00 (93.03%)
Referring Sites
 194.00 (3.69%)
Search Engines
 173.00 (3.29%)

Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	4,897	93.03%
google (organic)	109	2.07%
mynewchamber.com (referral)	87	1.65%
magicvalley.com (referral)	33	0.63%
yahoo (organic)	26	0.49%

Keywords	Visits	% visits
twin falls chamber of	39	22.54%
twin falls idaho	30	17.34%
twin falls chamber	21	12.14%
twin falls idaho chamber of	11	6.36%
twinfallschamber.com	6	3.47%



5,264 visits came from 36 countries/territories

Site Usage

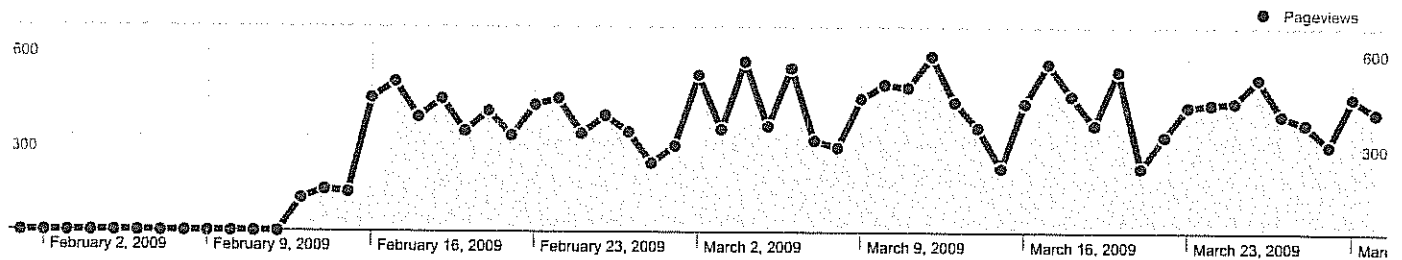
Visits 5,264 % of Site Total: 100.00%	Pages/Visit 3.27 Site Avg: 3.27 (0.00%)	Avg. Time on Site 00:02:53 Site Avg: 00:02:53 (0.00%)	% New Visits 74.87% Site Avg: 74.79% (0.10%)	Bounce Rate 29.71% Site Avg: 29.71% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	5,078	3.28	00:02:53	74.26%	29.50%
Canada	63	3.29	00:02:51	92.06%	33.33%
Germany	15	4.40	00:04:34	93.33%	26.67%
United Kingdom	13	3.15	00:02:05	100.00%	30.77%
Ireland	11	1.55	00:00:20	100.00%	63.64%
France	11	2.55	00:01:08	81.82%	54.55%
India	9	3.56	00:05:03	88.89%	11.11%
Netherlands	6	3.67	00:05:29	66.67%	33.33%
Japan	5	1.80	00:00:22	100.00%	60.00%

Philippines		4	3.25	00:02:39	100.00%	0.00%
						1 - 10 of 36

Content Overview

Feb 1, 2009 - Mar 31, 2009

Comparing to: Site



Pages on this site were viewed a total of 17,209 times

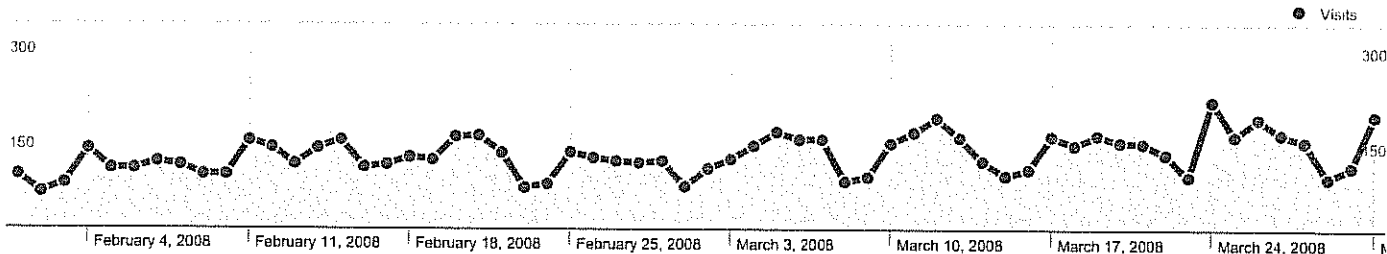
17,209 Pageviews

11,703 Unique Views

29.71% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/Twin_Falls_Chamber_of_Commerce//Home_files/widget1_marku	8,380	48.70%
/Twin_Falls_Chamber_of_Commerce//TravelGuide_files/widget3_	1,924	11.18%
/Twin_Falls_Chamber_of_Commerce//Directory_files/widget3_ma	1,586	9.22%
/Twin_Falls_Chamber_of_Commerce//About_Us_files/widget2_m	815	4.74%
/Twin_Falls_Chamber_of_Commerce//Calendar_files/widget2_ma	669	3.89%



Site Usage

7,070 Visits

40.85% Bounce Rate

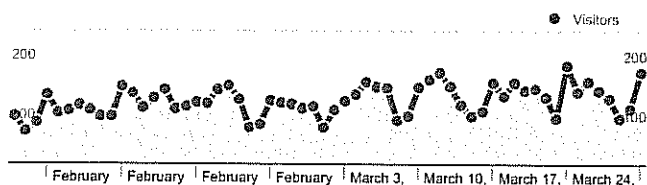
37,146 Pageviews

00:02:40 Avg. Time on Site

5.25 Pages/Visit

77.28% % New Visits

Visitors Overview



Visitors

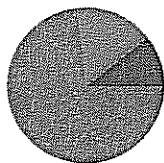
5,794

Map Overlay world



Visits
1 100 200 300 400 500 600 700 800 900 1,000 1,100 1,200 1,300 1,400 1,500 1,600 1,700 1,800 1,900 2,000 2,100 2,200 2,300 2,400 2,500 2,600 2,700 2,800 2,900 3,000 3,100 3,200 3,300 3,400 3,500 3,600 3,700 3,800 3,900 4,000 4,100 4,200 4,300 4,400 4,500 4,600 4,700 4,800 4,900 5,000 5,100 5,200 5,300 5,400 5,500 5,600 5,700 5,800 5,900 6,000 6,100 6,200 6,300 6,400 6,500 6,600 6,700 6,800 6,900 7,000 7,100 7,200 7,300 7,400 7,500 7,600 7,700 7,800 7,900 8,000 8,100 8,200 8,300 8,400 8,500 8,600 8,700 8,800 8,900 9,000 9,100 9,200 9,300 9,400 9,500 9,600 9,700 9,800 9,900 10,000

Traffic Sources Overview



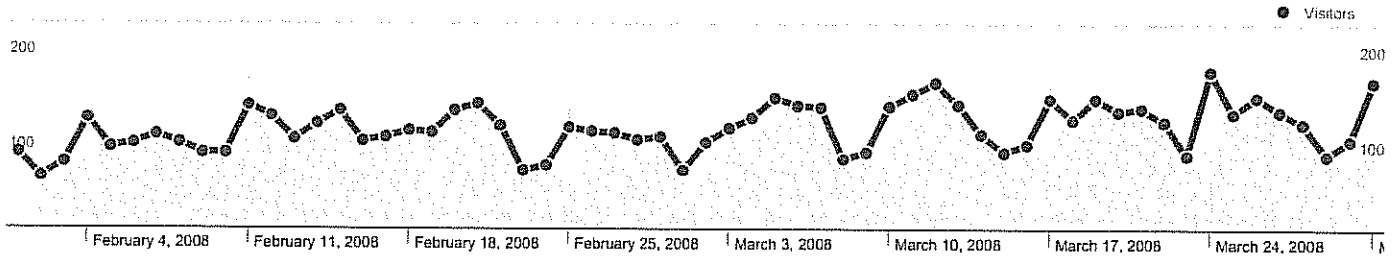
- Search Engines**
5,154.00 (72.90%)
- Referring Sites**
1,144.00 (16.18%)
- Direct Traffic**
772.00 (10.92%)

Content by Title		
Page Title	Pageviews	% visits
Home	8,549	23.01%
Attraction Results	7,809	21.02%
Chamber & Community Events	4,081	10.99%
Moving Here	1,638	4.41%
Photo Gallery High Res	1,360	3.66%

Visitors Overview

Feb 1, 2008 - Mar 31, 2008

Comparing to: Site

**5,794 people visited this site****7,070 Visits****5,794 Absolute Unique Visitors****37,146 Pageviews****5.25 Average Pageviews****00:02:40 Time on Site****40.85% Bounce Rate****77.28% New Visits**

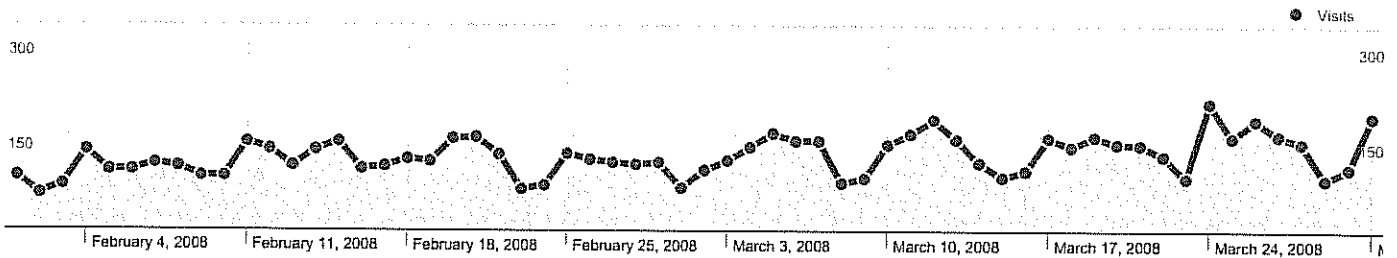
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	5,776	81.70%	Unknown	2,387	33.76%
Firefox	1,033	14.61%	Cable	2,027	28.67%
Safari	191	2.70%	DSL	1,724	24.38%
Mozilla	35	0.50%	T1	642	9.08%
Netscape	11	0.16%	Dialup	192	2.72%

Traffic Sources Overview

Feb 1, 2008 - Mar 31, 2008

Comparing to: Site



All traffic sources sent a total of 7,070 visits

10.92% Direct Traffic

16.18% Referring Sites

72.90% Search Engines



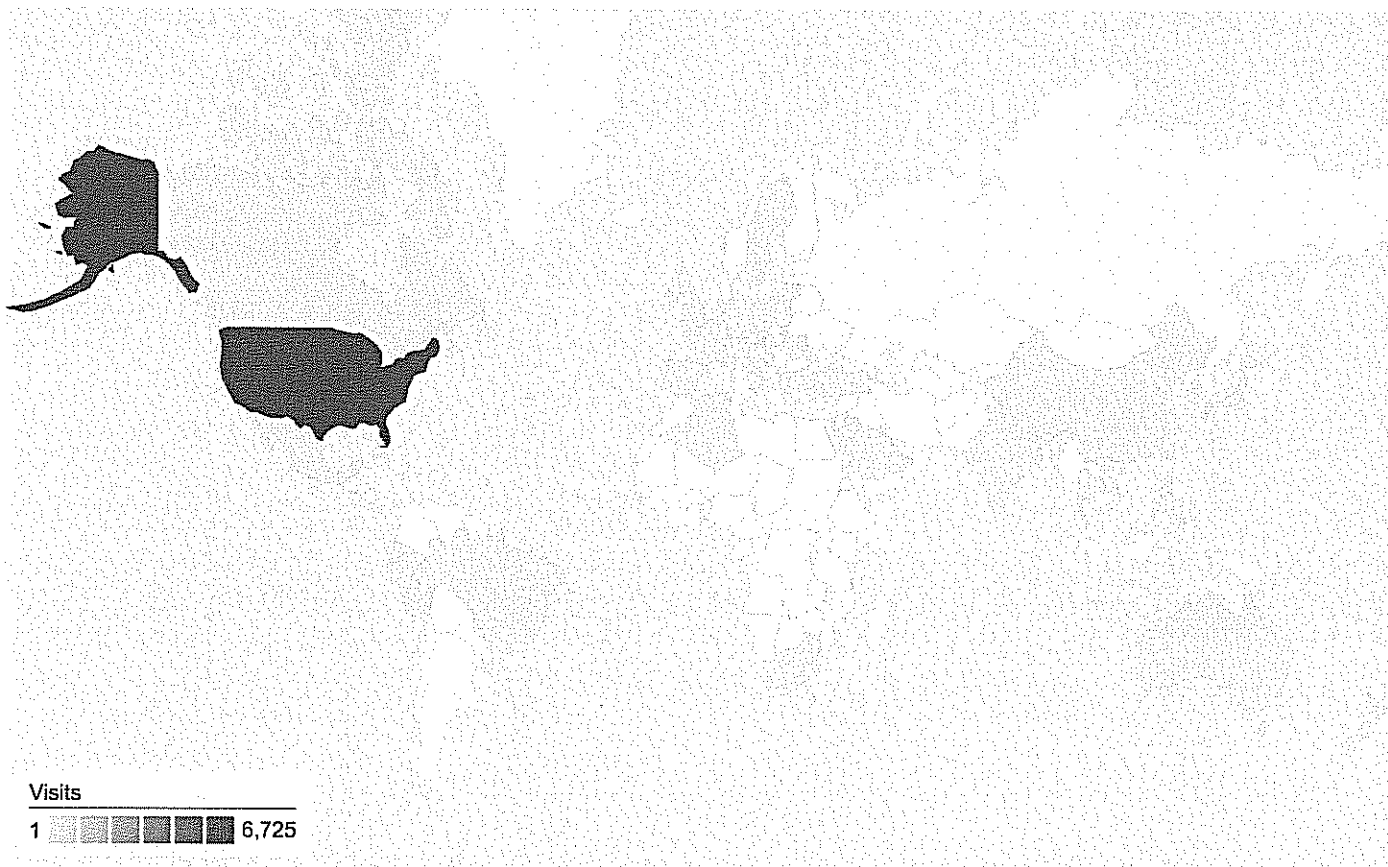
Search Engines
5,154.00 (72.90%)

Referring Sites
1,144.00 (16.18%)

Direct Traffic
772.00 (10.92%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	3,192	45.15%	twin falls idaho	1,237	24.00%
yahoo (organic)	977	13.82%	twin falls	391	7.59%
(direct) ((none))	772	10.92%	twin falls chamber of	337	6.54%
msn (organic)	481	6.80%	twin falls, id	337	6.54%
live (organic)	276	3.90%	twin falls, idaho	337	6.54%

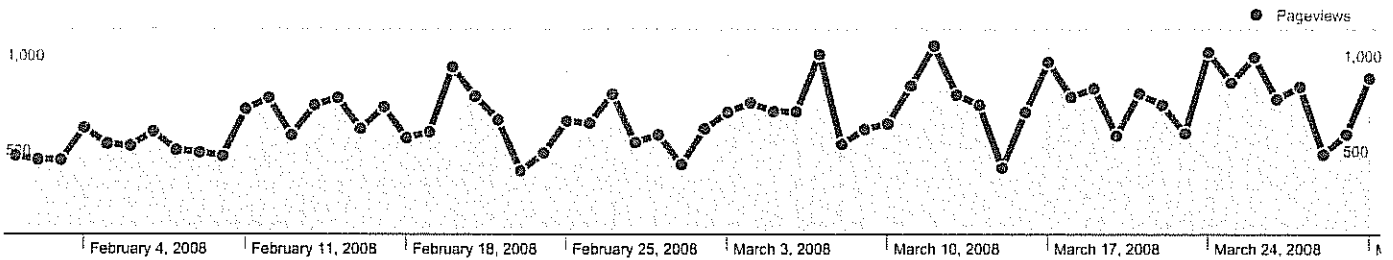


7,070 visits came from 53 countries/territories

Site Usage

Visits 7,070 % of Site Total: 100.00%	Pages/Visit 5.25 Site Avg: 5.25 (0.00%)	Avg. Time on Site 00:02:40 Site Avg: 00:02:40 (0.00%)	% New Visits 77.36% Site Avg: 77.28% (0.09%)	Bounce Rate 40.85% Site Avg: 40.85% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	6,725	5.33	00:02:43	76.76%	40.13%
Canada	104	3.77	00:01:48	82.69%	46.15%
United Kingdom	37	3.54	00:01:29	91.89%	40.54%
Japan	20	3.10	00:00:32	90.00%	80.00%
Germany	17	6.18	00:03:05	88.24%	41.18%
Netherlands	16	3.06	00:00:41	87.50%	50.00%
Ireland	13	1.46	00:00:06	100.00%	92.31%
Italy	12	3.83	00:02:32	66.67%	66.67%
France	11	3.00	00:01:39	90.91%	72.73%

Spain	11	4.55	00:01:32	100.00%	54.55%
1 - 10 of 53					



263 page titles were viewed a total of 37,146 times

Content Performance

Pageviews 37,146 % of Site Total: 100.00%	Unique Pageviews 21,588 % of Site Total: 100.00%	Avg. Time on Page 00:00:38 Site Avg: 00:00:38 (0.00%)	Bounce Rate 40.85% Site Avg: 40.85% (0.00%)	% Exit 19.03% Site Avg: 19.03% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)		
Page Title		Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
Home		8,549	6,210	00:00:58	34.30%	38.48%	\$0.00
Attraction Results		7,809	1,705	00:00:18	49.30%	4.94%	\$0.00
Chamber & Community Events		4,081	986	00:00:18	26.03%	8.40%	\$0.00
Moving Here		1,638	1,017	00:01:10	45.45%	24.11%	\$0.00
Photo Gallery High Res		1,360	1,002	00:00:35	27.03%	9.41%	\$0.00
Visit Us		1,012	597	00:01:00	42.42%	22.43%	\$0.00
Photo Gallery High Res2		981	712	00:00:38	50.00%	4.38%	\$0.00
Photo Gallery High Res3		917	648	00:00:18	0.00%	4.14%	\$0.00
Photo Gallery High Res4		802	625	00:00:34	47.37%	18.95%	\$0.00
Maps & Directions		719	551	00:01:14	92.31%	25.59%	\$0.00
1 - 10 of 263							